



## **NIKE APP AT RETAIL Q&A**

*Updated 7/5/2018*

### **BACKGROUND AND RESEARCH**

#### **What data and research went into determining the Nike App at Retail features?**

Defining the features of Nike App at Retail was a year-long journey that involved both looking at common consumer friction points in the retail marketplace, as well as hundreds of hours of one-on-one conversations held with Nike shoppers and Members. These personal sessions helped to reveal what's working for Nike consumers when they come to a store, what's getting in their way and what Nike can do to meaningfully evolve their in-store experiences.

#### **What did this research tell you?**

From the research, Nike learned that shoppers want speed and convenience, and they want better ways to connect with Nike on their terms. For example, they love self-service options but also want to easily find a store employee when they need to, they think leveraging digital experiences in the store is exciting and they want their shopping journey (whether in-store or online) to feel personal.

#### **What did you learn from the pilots in Portland and LA?**

Early results of the pilot experiences in Nike Portland, Nike Santa Monica and Nike at the Grove helped to validate the consumer benefit in these new digitally led services.

We saw that not only were shoppers twice as likely to purchase footwear in-store when using Nike Scan to Try On, but we also noticed that the number of in-store product reservations had an enormous week-over-week spike once the Instant Reserve feature went live. And, on average we saw early engagement in all Nike App at Retail features even with limited promotion in the App and in-store.

#### **How does Nike App at Retail personalize the shopping experience?**

Nike App at Retail empowers a shopper's in-store experience by delivering unlimited choice throughout their journey at a Nike store. Access to elevated services like Instant Reserve, self-discovery with Nike Scan, and future features like Instant Checkout allow members to own and navigate how they shop with Nike.

### **FEATURES**

#### **What are the main features and services offered through Nike App at Retail?**

Several core features will be available as part of the initial phase of Nike App at Retail.

##### **Self-Discovery**

###### *Nike Scan (to learn more)*

NikePlus Members can scan any product barcode from the App to see real-time inventory online and in-store, to discover available sizes and colors and to learn more about the product.

###### *Nike Scan (to try on)*

Within the Nike App, shoppers can scan footwear barcodes and request to have it brought out to them. Our research reflects that consumers love the efficiency and convenience of self-service offerings, but they still want to connect with in-store employees as needed. This feature gives shoppers the choice to shop on their own terms.

## **Retail Home**

When entering or near a Nike store, Members will receive access via the Nike App to an array of new features and content.

## **NikePlus Unlocks**

NikePlus Member Unlocks are delivered through the Nike App to reward the best of Nike product, to deliver immersive brand experiences, to award activity achievements (i.e. through NRC or NTC) and to share partner rewards with our Members.

Within a store, Member Unlocks can be given directly from a store athlete when serving a shopper, or they can watch their phones light up in surprise as a push notification is sent to them at store entry.

## **Nike Reserve**

The research Nike did over the last year revealed that most product discovery happens for consumers before entering a store or online. A key reason being that they want to avoid the disappointment of getting to a store and not finding the size or color they want.

With Nike Reserve, outside of a store, shoppers can reserve products available at Nike locations in their area from within the Nike App. The item will be held for the shopper, allowing them to easily try before they buy. Once tapping reserve, products are made available same day, within just a few hours.

## **Will other features be introduced in Nike App at Retail?**

Nike App at Retail is designed to unlock a new level of retail service innovation and to eliminate friction in the Nike consumer journey, and as a result is expected to evolve over time. The next phase of Nike App at Retail features are expected to roll out later in 2018.

## **Personal Store**

### *Shop Your Store*

Based on personalized recommendations, NikePlus Members can browse the Nike App and discover what's available in their nearby stores from a product lineup picked out just for them.

### *Reserve Store Exclusives*

Consumer can discover unique or trending products and offers available only in their local stores and just tap to reserve.

## **Smart Shopping**

### *Instant Checkout*

Instant checkout will give Members access to a premium purchasing experience through the App where they can skip the line by checking out digitally. This feature will first be introduced within the Nike NYC flagship, opening fall 2018.

### *Nike Pay*

The fastest way for shoppers to checkout in-store, simply using their NikePlus Member Pass.

### *Shopping Lists for Stores*

Nike shopping is getting more social as Members will soon be able to create, share and shop custom lists in store or at home. Curated and Athlete-driven lists will also become available for select stores.

### *Exclusive Offers Via Nike Scan*

NikePlus Members will have access to special offers only available when scanning product in stores. This feature will have a strong focus in Nike Factory Stores.

### *Nike Scan (to shop this look)*

Shoppers can scan a QR code at a mannequin to shop the full look. You can either have it brought out to you by a store athlete, sent to a fitting room, or purchase it on nike.com.

**Do you have to be a NikePlus Member to use the features included in Nike App at Retail?**

Yes, access to Nike App at Retail is just one of several benefits to being a NikePlus Member and further personalizes the Member experience.

**What data informs the product featured in a Member's Personal Store?**

The products recommended in a Member's Personal Store are curated based on current shopping preferences and purchase history, as well as best sellers in a shopper's city or community.

**What kind of NikePlus Member Unlocks will be pushed through Nike App at Retail?**

Member Unlocks driven by Nike App at Retail can be delivered through the Nike App, directly from a store athlete. These rewards for NikePlus Members can be anything from access to in-store or Brand events, exclusive product offerings or can be tied to our Membership partners like Headspace, Apple Music and ClassPass.

**USING NIKE APP AT RETAIL****How does a shopper become a NikePlus Member?**

It's simple, easy and free – shoppers just need to sign up via the Nike App, Nike.com or in-store with one of our athletes. By providing basic details like name, email address and country, consumers get access to all the benefits of NikePlus Membership. Once a Member, shoppers can then customize their profile with information like sports/interests, product preferences and gender, all of which will help to personalize their experiences with the Brand.

**Is Nike App at Retail a new App?**

No. Nike App at Retail is a feature set available to NikePlus Members within the Nike App, and becomes available when a shopper is nearby or in a Nike App at Retail enabled store. This currently includes Nike Portland, Nike The Grove, Nike Santa Monica and Nike by Melrose.

**What settings need to be turned on in the App in order for a shopper to be recognized when entering a store?**

Nike App at Retail uses a shopper's location in order to deliver premium and personalized in-store experiences, so consumers will need to have their location services and push notifications turned on for the Nike App within their device in order to use these enhanced features.

**How will consumers' shopping locations enabled with Nike App at Retail know that the features are available?**

Once location and notification settings are set as needed, consumers will receive a push notification when entering or nearby a store letting them know what Nike App at Retail features are available to them. In-store athletes and dedicated signage will also support members in better understanding the use and benefits of the Nike App at Retail features.

**FUTURE STATE****Are there plans to scale Nike App at Retail within Nike's fleet of stores?**

Yes, Nike App at Retail is designed to scale, and the available features will be pushed to several store locations where the Nike App is currently deployed (in North America and EMEA). This will include Niketown London and Nike Live this summer as well as the Nike NYC flagship opening this fall, before it is eventually scaled to all Nike owned and factory stores over the coming year.